Increases sales at McCafferty Ford

Paint/body work is boon for dealer

LANGHORNE, Pa.—About 18 months ago, Fran DiDonato was called in by Gary Buch, the new owner of McCafferty Ford, to launch the dealership in the paint and body business. Up to that time, the 30-year-old dealership only sold cars.

"All it did have in the way of paint and body service was a painter and body man who did a minimal amount of service, such as taking out a small dent or making a touch-up, DiDonato said.

"Where more work was needed, the job was sent out and this dealership never accepted any body or paint work as such," he said.

When Buch took over, he decided that this had to be changed.

It was quite obvious to the owner that a paint and body shop influenced customers' buying decisions. That for the most part, car buyers wanted to do business with a dealership that also did its own servicing. And since his dealership intended to do this, it might just do other work as well.

At the time, DiDonato was the body shop foreman in another deal. He implored the management to place greater emphasis on its body shop, but there was great reluctance.

"Competition is going to get more intense between new-car dealers and the cost of body repairs is going to increase," DiDonato said.

"In order to sell more cars and to hold down the cost of repairs, it is going to become increasingly more important that a body shop update its equipment. And if it is already doing this, it might just as well take in other work because of its profit-making opportunity.

"The shop that doesn't update itself is going to be out of business. And if it's a body shop in a dealership, it is going to create a hardship on the sale of new cars. And since I was working for a dealership that didn't want to face these facts, it meant that it had nowhere to go."

When Buch told DiDonato to set up a shop the way he thought it should be, he seized the opportunity to develop a growth situation.

"We now have 11 men in our shop, and I am getting ready to put on a couple more," DiDonato said.

"And in the past 18 months, this dealership has been selling more cars than in any other 18-month period. And also doing its paint and body work at a lesser cost.

"Moreover, we are continually attracting more outside work without doing any advertising. We will begin to advertise as soon as we feel that we will be able to handle all the extra work that this will attract to our body shop.

"Right now, word of mouth and satisfied customers are all we need to keep us busy. And body work can be profitable when you have the right equipment and men to do the job."

To place greater emphasis on its new paint and body-work department, McCafferty Ford put up a separate 9,000-square-foot shop. At the suggestion of DiDonato, it was divided into a separate frame and paint area to ensure safer and cleaner working conditions.

"Without question, our equipment and workmanship is responsible for the growing number of estimates that we are now making weekly," DiDonato said.

"We now do better than 100 a week. And we credit the high percentage of work orders that they produce to the appeal that our shop has to the motorist who comes here."

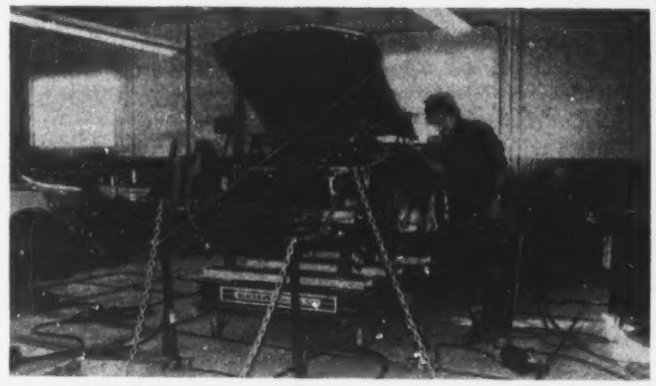
Currently, DiDonato is thinking of adding another bench and paint booth.

"Our body shop has had a tremendous effect on this dealership's direction," said DiDonato.

Office in Washington opened by Subaru

WASHINGTON. — Subaru of America, Inc., is opening a Washington office at 1700 K Street, N.W., Suite 901, Washington, D.C. 20006.

Responsibilities at the new location will be handled by Carina Kjellstrom, Governmental Affairs Washington representative for Subaru.



A good influence

McCafferty Ford, Langhorne, Pa., found that adding a paint and body shop to its new-car sales operations has positively influenced customers' buying decisions.

Japan's first-quarter sales up 5 pct. with record March

TOKYO.—Passenger-car sales set an alltime record in Japan in March at 452,216 units against 413,083 in March, 1983. That increase of 9.47 percent bodes well for the industry for the rest of the year, especially as the year started badly.

January is always a bad month for auto sales and only Toyota and Daihatsu increased sales in January over 1983.

Despite the bad start, overall sales of passenger cars increased by 5.84 percent for the first quarter — up from 803,123 to 849,985 units.

The 550-cc midgets, which have been gaining more ground than the larger autos for some time, are now losing out, increasing sales by about 4 percent against 6 percent for larger cars.

Overall, the biggest surprises were in the top-sellers' list, with the Nissan Sunny (Sentra) coming out as biggest seller not just for March but for the quarter as a whole, when its sales totaled 54,727, against 51,763 Corollas.

This is really bad news for Toyota, since it usually does well in March, the biggest sales month of the year.

Overall, Toyota did sell a lot of cars in March — 182,598 against 162,911 a year ago—but the front-drive Corolla slipped back a little compared with the previous model.

Thanks to the popularity of the Sunny, Nissan was able to increase sales over the period compared with last year, but failed to increase market share. In fact, its share dropped marginally from 30.7 to 30.6 percent, whereas Toyota pushed upwards from 41.6 to a dominant 43 percent.

Honda (7.6 percent), Mazda (7.0 percent) and Mitsubishi (5.4 percent) all lost market share slightly, the difference being that whereas Mitsubishi increased sales, and Honda remained steady, Mazda sales fell back.

The result is that whereas Mazda outsold Honda in the first quarter of 1983, this year the tables were turned—60,800 Hondas were sold against 56,195 Mazdas.

Mitsubishi trailed at 43,000 units, and the new Colt models, despite being introduced last fall, failed to equal sales of the previous model in the same period. The Sigma, introduced at about the same time, however, is about 30 percent ahead of its predecessor.

Whereas diesel auto sales have been increasing rapidly over the past two years, as a number of new models have been introduced, there has now been a mild setback, with sales down from 50,600 to 47,800 for the quarter.

The reduction is fairly widespread across the board, owing to the receding fear of a fuel shortage. If it continues, Isuzu seems certain to suffer most, especially since the R-car replacement for the aging Chevrolet Gemini is not due until late fall at the earliest.

factories list auction dates

American Motors

May 8—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

May 9—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 10—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 11—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 15 — D-A Auto Auction, New Stanton, Pa.

May 16—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 17 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

May 22—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

May 23—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 24 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 25—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

May 9—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

May 10—Dallas Auto Auction, Dallas, Tex.

May 15 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 16—Lakeland Auto Auction, Lakeland, Fla.

May 17—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

May 22—Aptco Auto Auction, Taylor, Mich.

May 23—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 31—Skyline Auto Exchange, Fairfield, N. J.

Chrysler Corp.

May 8 — Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C., and South Seattle Auto Auction, Kent, Wash.

May 9—Columbus Fair Auto Auction, Columbus, O.

May 10 — Evansville Auto Auction, Evansville, Ind.; 166 Auto Auction, Springfield, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 11—Concord Auto Auction, Acton, Mass.

General Motors

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales

Auction Averages

May to date	$5,483
Month ago	$5,244
Year ago	$4,914

Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1984	$14,246	$13,891	$12,302
1983	8,349	8,850	8,066
1982	6,958	6,589	6,357
1981	5,508	5,344	5,393
1980	4,789	4,621	4,351
1979	4,061	4,008	3,698
1978	2,237	2,910	2,744
1977	1,590	2,159	2,365
Overall Average	$ 5,483	$ 5,418	$ 5,162

auction directory

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pa. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

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UAW's Ephlin cites job security as top goal

'No single issue' can cause strike

By Marjorie Sorge
Labor Editor

DETROIT. — There is no single issue that could cause a strike during this year's bargaining between the UAW and Ford Motor Co. and the UAW and General Motors, according to union Vice President Donald F. Ephlin.

The union's chief issue in this year's bargaining is job security, and the UAW plans to build on certain issues negotiated in the 1982 agreement. That includes more lucrative profit-sharing formulas at both companies.

Contracts between the UAW, Ford and GM expire at midnight Sept. 14.

But, Ephlin said, given the high profits of the Big Two in 1983 and during the first quarter of this year, the workers "have the right to expect economic increases." He said the workers have not had a real wage increase in three years.

Ephlin also warned that high executive bonuses were sending the wrong message to the workers and government, leading many to believe the industry is no longer in trouble.

"The industry is not back; there are still serious corporate problems," he said.

While Ephlin said he hopes the union chooses to bargain at GM first to set the pattern for the contract, he emphasized that whichever company is chosen as the "strike target," the contract negotiated there will be expected to be accepted by the other company.

The UAW is not looking for a strike in this year's negotiations, Ephlin said, emphasizing that there is no single issue which could back the union into a strike. That happened in 1970, when the major demand was lifting the cap on the cost-of-living-adjustments (COLA) which made a strike "almost inevitable," he said.

• Some analysts have predicted that the UAW has to strike this year because of the high profits, executive bonuses and the need for Owen Bieber, new UAW president, to prove himself as the union leader.

Ephlin said such predictions were "nonsense."

Other analysts have predicted that the union will not strike because it is an election year and it could damage the chances of the Democratic candidate. But Ephlin said a strike is not a political issue and reminded reporters that 1976 was also an election year and there was a strike at Ford.

Ephlin was speaking to reporters following a meeting of the President's Commission on Industrial Competitiveness, of which he is a member.

During last week's meeting, the commission called for greater labor-management cooperation to improve the U.S. competitive position in world markets, but it offered few specifics on how to accomplish that.

The commission did make six recommendations:

1. Endorsed the principle of labor-management cooperation, open communications and worker participation in company decisions.

2. More effective use of computers in elementary and secondary education through software research and teacher training.

3. A public-private sector partnership offering technical assistance to schools, providing coordinated services to assist potential dropouts and other troubled students.

4. Improved trade law practices, including streamlining and clarifying anti-dumping and counter-ailing-duty measures.

5. Congressional enactment of the Foreign Sales Corporation Act (FSC), the Administration's alternative to the Domestic International Sales Corp. (DISC). FSC would allow U. S. firms to establish subsidiaries managed outside the U. S. which would engage in exporting and would become eligible for certain tax exemptions on export income.

6. Incentives to increase the number and quality of engineering graduate students and faculty members and increased funding support for engineering equipment and research.

U. S. CAR SALES BY MARKETING UNITS

	April, 1984	April, 1983	4 Mos., 1984	4 Mos., 1983
Chevrolet	148,363	120,221	544,514	401,152
Ford	108,301	76,897	430,711	301,284
Oldsmobile	102,105	87,588	393,683	318,394
Buick	90,785	80,646	317,161	263,120
Toyota	31,971	39,530	151,116	175,484
Pontiac	64,429	41,766	242,302	148,459
Nissan	30,357	41,111	145,473	176,844
Mercury	43,811	32,599	173,679	118,313
Honda	40,011	30,503	172,949	124,017
Dodge	35,753	32,153	137,579	113,065
Plymouth	28,741	28,575	113,052	100,360
Cadillac	30,226	24,583	106,299	90,875
Chrysler/Imperial	27,968	24,540	103,371	81,112
AMC-Renault	15,877	22,600	68,648	75,557
Mazda	11,229	13,817	51,653	59,300
Volkswagen of America	26,450	18,352	99,156	70,779
Subaru	11,427	13,452	49,938	52,094
Lincoln	11,943	7,786	47,594	31,574
Volvo	10,360	8,172	37,598	31,103
Mercedes-Benz	7,097	6,309	27,681	22,322
BMW	7,438	3,334	22,833	15,941
Mitsubishi	2,584	1,858	12,471	8,949
Saab	3,690	2,773	12,105	8,772
Isuzu	997	989	4,666	6,657
Jaguar	1,571	1,536	5,442	4,494
Peugeot	1,606	1,093	6,297	4,817
Fiat	.....	873	.....	2,875
Alfa Romeo	312	289	1,021	898
TOTAL	895,402	763,945	3,478,719	2,808,627

IMPORTED CAR SALES

	April, 1984	April, 1983	4 Mos., 1984	4 Mos., 1983
Alfa Romeo	312	289	1,021	898
Audi	7,093	3,392	24,389	12,735
BMW	7,438	3,334	22,833	15,941
Conquest/Challenger	511	1,348	1,721	5,072
Plymouth Colt	1,782	2,122	9,806	9,544
Dodge Colt	2,019	2,424	11,234	11,401
Fiat	.....	773	.....	2,541
Honda	27,850	27,276	131,692	115,692
Isuzu	997	989	4,666	6,657
Jaguar	1,571	1,536	5,442	4,494
Lancia	.....	100	.....	334
Mazda	11,229	13,817	51,653	57,300
Mercedes-Benz	7,097	6,309	27,681	22,322
Mitsubishi	2,584	1,858	12,471	8,949
Nissan	30,357	41,111	145,473	176,844
Peugeot	1,606	1,093	6,297	4,817
Porsche	2,312	2,365	8,583	7,305
Renault	953	3,082	4,223	9,012
Saab	3,690	2,773	12,105	8,772
Conquest/Sapporo	372	1,019	1,435	3,876
Subaru	11,427	13,452	49,938	52,094
Toyota	31,971	39,530	151,116	175,484
Vista	854	.....	3,813	.....
Volkswagen	9,926	5,870	38,102	26,607
Volvo	10,360	8,172	37,598	31,103
TOTAL	174.311	184,034	763,292	771,794

April sales swell despite setback for import cars

Continued from Page 3

import restrictions, were down for the most part.

Porsche-Audi reported its second monthly record in as many months, BMW had a record April, Jaguar set another record, as did Mercedes-Benz and Saab. Volvo broke into the five-digits arena with whiz-bang sales of 10,360 new passenger cars in April.

Toyota was down 19.12 percent, Nissan was down 26.16 percent, Honda was up a few hundred units, Mazda was down 18.73 percent and Subaru was down 15.05 percent.

With imports slipping to 19.47 percent of the month's market, the remaining pie was sliced as follows: Intermediates with 28.54 percent, compacts with 18.09 percent, subcompacts with 14.32 percent, standards with 11.28 percent and luxury models with 8.30 percent.

Excluding imports, intermediates had 35.45 percent, compacts had 22.46 percent, subcompacts had 17.78 percent, standards had 14.01 percent and luxury cars had 10.30 percent.

Third-period domestic sales were up 20.66 percent, to 278,540 from 230,846. The daily selling rate was up 35.74 percent, to 34,818 from 25,650, with eight days this year compared with nine in 1983.

GM was up 20.56 percent, Ford was up 36.07 percent, Chrysler was up 1.38 percent, AMC was off 26.79 percent, VW was down 12.76 percent and Honda was up 310.50 percent.

The market-class breakdown was 58.94 percent for GM, 23.59 percent for Ford, 12.23 percent for Chrysler, 2.02 percent for AMC, 1.16 percent for VW and 2.06 percent for Honda.

DOMESTIC CAR SALES

	April 21 to April 30, 1984	Same Period, 1983	April, 1984	Same Month, 1983	April 30, to Jan. 1, 1984	Same Period, 1983
Alliance	.....	.....	7,708	13,509	26,189	46,517
Encore	.....	.....	5,506	.....	18,583	.....
Renault Total	5,114	.....	13,519	13,509	54,359	46,517
Spirit	.....	.....	.....	737	.....	2,336
Concord	.....	.....	.....	2,191	.....	6,425
Eagle	500	.....	1,405	3,081	5,077	11,285
AMC Total	500	.....	1,405	6,009	7,140	20,046
AMERICAN MOTORS*	5,614	7,668	14,924	19,518	64,425	62,603
Horizon	2,598	1,943	6,764	4,411	27,700	13,841
Turismo/TC3	1,869	1,465	4,467	3,179	15,372	10,356
Reliant	4,468	6,651	12,964	15,827	51,924	55,275
Plymouth	757	831	1,968	2,017	4,984	7,468
Plymouth Total	9,692	10,890	26,163	25,434	99,980	86,940
Laser	2,024	.....	4,847	.....	18,116	.....
LeBaron K	3,674	2,956	8,931	7,399	32,081	25,606
Cordoba	.....	656	.....	1,618	136	5,431
Fifth Avenue	2,717	3,310	7,069	8,474	24,381	27,880
E-Class	998	1,277	2,817	3,215	10,996	12,259
New Yorker E	1,707	1,439	4,304	3,608	17,661	9,153
Chrysler Total	11,120	9,638	27,968	24,314	103,371	80,329
Total Imperial	.....	82	.....	226	.....	783
Omni	2,485	1,846	6,084	3,759	23,412	12,460
Charger/024	2,158	1,778	5,064	3,787	17,883	11,888
Daytona	1,732	.....	4,360	.....	15,527	.....
Aries	3,389	5,484	8,953	11,417	39,167	40,624
Dodge 400	1,004	1,332	2,273	3,221	7,819	10,812
Diplomat	868	1,266	2,517	2,960	6,459	9,483
Mirada	.....	234	.....	560	282	1,920
Dodge 600	1,611	1,046	3,542	2,677	12,093	9,405
Dodge Total	13,247	12,986	32,793	28,381	122,642	96,592
CHRYSLER CORP.	34,059	33,596	86,924	78,355	330,850	264,644
EXP	1,070	841	2,684	2,164	8,727	6,898
Escort	11,135	11,610	29,050	28,242	114,139	106,998
Mustang/Mustang II	4,297	3,798	10,371	9,464	44,487	37,791
Tempo	6,917	.....	18,484	.....	84,535	.....
Fairmont	.....	1,258	.....	3,531	.....	27,980
Granada	.....	.....	.....	173	.....	3,751
Thunderbird	5,221	4,251	13,198	10,505	54,927	26,319
LTD '83	8,282	4,606	18,316	11,951	67,054	47,202
Crown Victoria	6,218	4,304	16,198	10,867	55,842	44,345
Ford Division	43,140	30,668	108,301	76,897	430,711	301,284
LN7	.....	222	.....	531	.....	2,176
Lynx	2,109	3,526	5,363	7,349	22,295	25,988
Topaz	2,474	.....	5,732	.....	24,710	.....
Zephyr	.....	299	.....	961	.....	9,413
Cougar	.....	.....	.....	71	.....	906
XR-7	4,196	3,105	10,551	7,012	39,419	15,065
Capri	564	734	1,288	1,659	6,879	7,722
Marquis '83	3,462	2,937	8,634	5,995	33,609	19,437
Grand Marquis	4,718	3,883	12,243	9,021	46,767	37,606
Total Mercury	13,205	14,706	43,811	32,599	173,679	118,313
Continental ('82)	706	364	1,709	969	7,316	5,910
Lincoln	3,334	1,654	7,732	4,426	26,810	16,284
Mark VI	999	893	2,502	2,391	13,468	9,380
Lincoln Total	5,039	2,911	11,943	7,786	47,594	31,574
L-M Division	22,562	17,617	55,754	40,385	221,273	149,887
FORD MOTOR	65,702	48,285	164,055	117,282	651,984	451,171
Skyhawk J	4,790	2,933	12,201	8,272	37,574	24,765
Skylark	3,966	4,320	10,922	11,064	34,987	34,068
Century	8,445	3,986	21,510	11,570	73,500	38,779
Regal	7,308	8,664	17,649	22,795	68,850	78,337
LeSabre	5,216	5,384	14,025	14,489	55,056	47,178
Electra	3,221	3,059	9,480	7,817	28,240	23,782
Riviera	1,840	1,701	4,998	4,639	18,954	16,211
Buick Division	34,786	30,047	90,785	80,646	317,161	263,120
Cimarron	529	697	1,326	1,953	6,175	6,447
Seville	1,122	889	3,133	2,442	11,189	9,119
Cadillac	6,961	5,595	20,052	14,871	65,230	54,890
Eldorado	2,117	1,962	5,715	5,317	22,805	20,419
Cadillac Division	10,729	9,143	30,226	24,583	106,299	90,875
Chevette	5,755	7,416	15,004	18,230	65,356	59,006
Cavalier	13,563	8,286	35,102	21,422	119,852	63,823
Citation	3,860	4,261	10,051	10,507	36,498	35,875
Camaro	7,414	6,295	18,344	15,423	66,776	53,379
Celebrity	11,217	4,465	30,645	12,587	109,659	42,720
Malibu	33	3,716	99	9,827	775	36,695
Monte Carlo	4,680	3,064	12,749	7,937	49,037	30,948
Chevrolet	8,897	7,782	23,878	20,222	86,418	71,226
Corvette	884	2,349	2,491	4,066	10,044	7,480
Chevrolet Division	56,303	47,634	148,363	120,221	544,514	401,152
Firenza	1,958	1,644	5,222	4,466	19,733	13,930
Omega	1,637	2,469	4,674	5,946	15,718	18,055
Cutlass/Ciera	8,416	5,163	23,744	13,274	88,411	49,215
Cutlass Supreme	12,013	10,829	33,708	29,092	130,821	109,903
Olds 88	8,735	8,103	25,353	21,261	92,349	77,536
Olds 98	1,854	3,747	5,932	10,109	33,204	37,213
Toronado	1,220	1,270	3,472	3,440	13,447	12,542
Oldsmobile Division	35,833	33,225	102,105	87,588	393,683	318,394
Fiero	3,655	.....	9,634	.....	38,685	.....
T1000	951	1,089	2,385	2,946	9,294	10,793
J2000	4,639	2,884	11,092	7,743	39,297	24,888
Phoenix	562	917	1,353	2,405	4,827	9,132
Firebird	3,897	2,838	9,389	7,613	35,000	27,937
A6000	5,376	2,523	12,018	6,549	44,823	23,476
Bonneville ('82)	2,549	2,621	6,339	6,722	25,395	24,617
Grand Prix	2,972	2,900	7,372	7,405	26,991	27,233
Pontiac	1,919	354	4,847	383	17,990	383
Pontiac Division	26,520	16,126	64,429	41,766	242,302	148,459
GENERAL MOTORS	164,171	136,175	435,908	354,804	1,603,959	1,222,000
VOLKSWAGEN	3,247	3,722	7,119	6,729	28,082	24,134
HONDA	5,747	1,400	12,161	3,000	41,257	7,350
Total Cars U. S.	278,540	230,846	721,091	579,688	2,715,427	2,031,902
Import Total	.....	.....	174,311	184,034	763,292	771,794
Industry Total	.....	.....	895,402	763,945	3,478,719	2,808,627

*—AMC does not issue a breakdown for ten-day periods.

Criss Cadillac opens

PROVIDENCE. — Criss Cadillac Corp., headed by Richard Douglas, has opened here.

Month's total is 730,358 cars

April auto output best since 1978

By Joe Wilssens
Staff Writer

U. S. auto manufacturers wrapped up production in April with their best output for that month in six years.

The makers completed an estimated 730,358 cars last month, up a substantial 36.82 percent over 533,972 assembled in the year-ago month. It was the best April build since 875,652 cars were finished in 1978.

Domestic auto manufacturers slated production of 169,055 units last week, 1.90 percent behind than the prior week's 172,329 and 31.68 percent better than 128,386 finished in the year-ago week.

Year-to-date, 2,992,790 cars have been completed, 37.93 percent above the year-ago total of 2,169,787 at this point. The year's 3-millionth auto is due to be built today (May 7).

Breakdown for last week was: General Motors, 56.44 percent; Ford Motor Co., 22.90 percent; Chrysler Corp., 14.73 percent; American Motors, 2.84 percent; Honda, 1.70 percent, and Volkswagen of America, 1.39 percent.

GM announced temporary layoffs of 2,300 workers on its Lansing B-line and 2,500 on its Lansing G-line. The B-line layoffs have been in effect since March 16, with the workers expected to return June 18. The G-line layoffs are expected to extend from May 6-Aug. 6. GM gave conversion to N-car production as the reason for the layoffs.

Eighteen auto assembly facilities operated extra hours last week.

At GM, Detroit, Flint (B and G lines), Framingham (Mass.), Lordstown (O.) and Oklahoma City worked two shifts Saturday (May 5).

Ford's Atlanta, Chicago, Dearborn, Edison (N. J.), Kansas City, St. Louis, Wayne (Mich.) and Wixom (Mich.) put in extra daily hours. The Wayne facility also operated Saturday.

This week, Ford plans the same daily overtime, with Atlanta, Kansas City and Wixom working Saturday (May 12).

Chrysler slated extra daily hours at Belvidere (Ill.), Jefferson (Detrot), St. Louis No. 1 and No. 2 and Newark (Del.). Jefferson worked two 8½-hour daily shifts while the four other assembly plants operated two 9-hour shifts. Belvidere operated two 8-hour shifts Saturday.

Wirth urges Dole to act on passive-restraint rule

WASHINGTON. — Rep. Timothy E. Wirth, Colorado Democrat and chairman of the House Telecommunications, Consumer Protection and Finance Subcommittee, is urging Transportation Secretary Elizabeth Dole to put a passive-restraint standard into effect "as soon as possible."

A hearing last March before the subcommittee, in which such companies as General Motors, Ford Motor Co. and Mercedes-Benz testified on air bags and automatic seat belts, reinforced Wirth's belief "that strong federal leadership is necessary if we are to begin to move forward and reduce the terrible carnage that occurs daily on our highways," he said in a letter to Dole.

The emotional and political overtones of the automatic crash protection debate have blurred reasonable thinking on the subject, Wirth insisted, and all attempts to introduce air bags voluntarily have failed.

"You now have a rare opportunity to set aside the past and respond to the facts on record," he said. "You have the opportunity, indeed the mandate as supported by the Supreme Court, to deploy a technological vaccine of enormous proportions."

Truck production reaches 6-year high for April

U. S. truck production in April was the highest for that month in six years.

Domestic truck production reached an estimated 256,669 units last month, 35.74 percent above 189,085 built during the year-ago month. It was also the best estimated total for April since 315,994 were finished in 1978.

Truck manufacturers slated completion of 62,556 units last week, down 4.37 percent from the prior week's 65,416, but 26.13 percent higher than the year-ago week's 49,598.

So far this year, the industry has finished 1,109,361 trucks, an impressive 47.86 percent gain over 750,294 finished at this time in 1983.

General Motors Truck & Bus announced the temporary layoff of 2,000 at GM's Baltimore assembly facility. The layoff, which went into effect March 30, is expected to end Aug. 20, and was attributed to conversion to M-van production.

GM had three plants on Saturday (May 5) overtime last week. Detroit worked one shift, while Lordstown (O.) and Pontiac No. 5 operated two shifts.

All six Ford Motor Co. assembly facilities worked daily overtime last week. This week, Ford again plans extra daily hours at all plants and Saturday (May 12) hours at Kansas City.

Canadian makers set April record for truck output

Canadian truck manufacturers posted their best April production total ever, while Canadian auto makers wrapped up their best April in six years.

Auto producers slated production of 97,020 cars during the month, the best output for April since 106,210 units were finished in 1978, and the best any-month build since 105,854 were assembled in May, 1983.

The makers targeted completion of 23,936 cars last week, 1.98 percent greater than the prior week's 23,471 and 9.95 percent above 21,770 assembled in the year-ago week.

To-date this year, the manufacturers have produced 400,071 cars, 14.77 percent ahead of 348,573 completed during the same period in 1983.

April truck production was estimated at 70,573 units. It was the best-ever April build, due to the current truck classification placed on T-115 vans built at Chrysler Corp.'s Windsor (Ont.) facility.

Truck makers slated completion of 17,934 units last week, six more than the prior week's 17,928 and 41.17 percent greater than the year-ago week's 12,704.

So far this year, the Canadian industry has completed 299,227 trucks, a 64.92-percent increase over 181,435 built at this time in 1983.

Chrysler estimated assembly of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini-Ram Vans at its Windsor plant last week, bringing the year-to-date T-115 total to 80,-296.

U. S. CAR PRODUCTION

	Week Ended May 5, 1984	Ended Week May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
AMERICAN MOTORS	4,800	3,049	.....	14,395	60,307	69,057
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,049	.....	14,395	56,236	69,057
Alliance	2,750	3,049	.....	8,249	56,236	37,268
Encore	2,050	.....	.....	6,146	.....	31,789
CHRYSLER CORP.	24,900	22,011	30,001	111,113	289,260	468,706
Plymouth Total	8,200	8,320	9,106	33,211	107,380	139,738
Horizon	3,800	2,777	3,627	13,212	35,309	57,102
Reliant	3,700	5,304	4,684	17,080	70,599	72,723
Caravelle†	200	239	297	842	1,472	3,286
Gran Fury	600	.....	498	2,077	.....	6,627
Chrysler Total	7,400	5,709	10,518	38,144	68,292	154,926
LeBaron	2,600	2,824	3,292	11,437	32,475	46,457
Laser	1,600	.....	1,595	6,060	.....	28,368
Chrysler E-Class	1,100	2,885	2,644	9,660	35,817	38,165
Fifth Avenue	2,100	.....	2,987	10,987	.....	41,936
Dodge Total	9,300	7,982	10,377	39,758	113,588	174,042
Omni	3,300	3,554	3,363	12,533	37,900	53,384
Aries	2,800	2,623	3,160	12,721	49,419	57,183
Daytona	800	.....	1,252	4,529	.....	21,928
Dodge 400	.....	825	.....	.....	11,469	.....
Dodge 600	1,600	980	1,877	7,399	14,800	30,338
Diplomat	800	.....	725	2,576	.....	11,209
FORD MOTOR	38,715	25,645	41,257	159,045	500,182	629,180
Ford Division	25,601	15,460	25,830	101,547	328,254	412,094
Escort	8,480	4,283	8,050	30,822	93,300	127,960
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,008	.....	3,125	12,760	44,494	46,163
LTD	4,215	3,339	4,174	17,210	63,806	82,797
Thunderbird	3,485	5,446	3,313	14,282	69,552	57,995
Crown Victoria	1,597	1,780	1,586	6,777	31,803	29,146
EXP	632	.....	646	2,372	1,184	11,789
Tempo	4,184	612	4,936	17,324	387	56,244
L-M Division	13,114	10,185	15,427	57,498	171,928	217,086
Mercury Total	9,657	7,543	11,269	44,043	135,454	157,161
Lynx	1,348	905	1,807	6,550	23,373	25,837
Capri	547	.....	556	1,913	7,966	6,672
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,689	1,701	3,076	11,141	24,978	38,805
Cougar	2,104	2,721	2,717	11,703	31,842	36,539
Grand Marquis	2,029	1,893	2,038	7,698	38,151	33,377
LN7	.....	.....	.....	.....	340	.....
Topaz	940	323	1,075	5,038	203	15,932
Lincoln Total	3,457	2,642	4,158	13,455	36,474	59,925
Continental	912	257	1,098	3,316	6,349	12,045
Lincoln	2,161	1,507	2,600	8,421	17,794	34,281
Mark VI/VII	384	878	460	1,718	12,331	13,599
GENERAL MOTORS	95,415	76,671	95,215	425,237	1,277,776	1,740,685
Buick Division	20,504	18,191	20,940	96,464	298,034	370,438
Skylark	2,077	1,547	2,136	9,284	31,708	34,860
Skyhawk	3,027	1,357	3,187	15,727	24,123	59,518
Century	4,670	3,619	4,805	22,308	55,568	81,514
Regal	4,770	5,336	4,817	22,482	88,173	81,554
Buick	3,741	5,508	3,812	16,950	84,560	83,911
Riviera	893	824	900	4,490	13,902	19,973
Electra (fwd)	1,326	.....	1,283	5,223	.....	9,108
Cadillac Division	6,542	6,380	5,907	34,084	119,389	124,100
Cimarron	346	269	368	1,694	8,347	7,226
Seville	884	710	888	4,416	12,944	15,134
Eldorado	1,679	1,592	1,688	8,384	27,942	27,986
Cadillac	2,097	3,809	1,766	13,828	70,156	63,876
DeVille (fwd)	1,536	.....	1,197	5,762	.....	9,878
Chevrolet Division	33,981	22,590	34,643	137,930	384,611	598,353
Chevette	5,640	.....	6,039	23,328	66,040	85,104
Cavalier	8,114	6,310	8,431	34,871	81,305	149,163
Celebrity	6,767	2,485	6,817	25,276	26,627	108,342
Camaro	6,115	3,866	5,720	22,994	64,753	96,523
Citation	2,305	1,489	2,496	11,057	36,788	39,866
Malibu/El Camino	917	3,823	734	3,173	52,474	12,576
Monte Carlo	914	2,134	1,165	5,023	31,146	52,196
Chevrolet	2,754	1,859	2,619	9,919	18,522	42,471
Corvette	625	624	622	2,289	6,956	12,112
Oldsmobile Division	22,293	22,301	22,828	106,242	343,954	437,632
Omega	1,023	910	1,155	5,547	22,629	19,368
Firenza	1,830	1,054	1,702	8,524	16,274	27,925
Cutlass Supreme	3,518	6,362	4,484	22,676	101,442	124,601
Cutlass Ciera	5,840	5,276	6,728	29,320	63,858	99,667
Oldsmobile	7,530	7,994	6,545	29,008	125,546	139,401
Olds 98 (fwd)	1,592	.....	1,249	6,363	.....	10,048
Toronado	960	705	965	4,804	14,205	16,622
Pontiac Division	12,095	7,209	10,897	50,517	131,788	210,162
Acadian†	750	.....	777	3,424	6,498	7,893
2000 Sunbird	3,752	2,332	3,188	14,040	33,159	53,076
1000	1,296	.....	1,196	5,708	14,932	16,518
Firebird	2,565	1,697	2,301	11,712	31,488	40,617
Phoenix	765	713	470	2,246	10,322	6,633
Grand Prix/Bonneville	.....	2,467	.....	.....	35,389	29,733
Parisienne	267	.....	287	1,434	.....	11,596
Fiero	2,700	.....	2,678	11,953	.....	44,096
HONDA	2,875	1,010	3,373	11,216	10,336	43,643
VOLKSWAGEN	2,350	.....	2,483	9,352	31,926	41,519
Total Cars, U. S.	169,055	128,386	172,329	730,358	2,169,787	2,992,790
Total Cars, Canada	23,936	21,770	23,471	97,020	348,573	400,071
N. American Cars	192,991	150,156	195,800	827,378	2,518,360	3,392,861
N. American Trucks	80,490	62,302	83,344	327,242	931,729	1,408,588
North American Cars and Trucks	273,481	212,458	279,144	1,154,620	3,450,089	4,801,449

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended May 5, 1984	Week Ended May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
AMERICAN MOTORS	600	820	.....	1,214	10,437	8,720
CHRYSLER CORP.	.....	5,248	.....	.....	80,999	.....
FORD MOTOR	9,600	2,731	9,619	39,266	59,488	149,842
GENERAL MOTORS	13,511	12,746	13,627	55,640	193,689	237,589
VOLVO	225	225	225	900	3,960	3,920
Total Cars, Canada	23,936	21,770	23,471	97,020	348,573	400,071

TRUCK PRODUCTION IN U. S.†

	Week Ended May 5, 1984	Week Ended May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
CHEVROLET	19,370	17,713	19,746	78,073	258,309	352,085
DODGE	3,800	3,157	4,279	16,921	46,307	73,482
FORD	24,989	20,020	26,885	101,810	296,487	424,470
GMC	6,674	5,071	6,848	26,205	88,191	113,784
INTERNATIONAL	1,573	753	1,769	6,668	16,352	26,253
VOLKSWAGEN	.....	.....	.....	.....	1,933	.....
JEEP	3,600	1,834	2,974	14,781	24,865	66,990
NISSAN	1,500	.....	1,865	7,171	.....	32,757
AM GENERAL	50*	50*	50*	240*	850*	940*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,800*	17,000*	18,600*
Total Trucks, U. S.	62,556	49,598	65,416	256,669	750,294	1,109,361

CANADIAN TRUCK PRODUCTION

	Week Ended May 5, 1984	Week Ended May 7, 1983	Week Ended April 28, 1984	April Est.	Jan. 1, to May 7, 1983	Jan. 1, to May 5, 1984
CHRYSLER CORP.	8,124	2,736	8,107	31,401	47,650	127,208
FORD MOTOR	3,400	3,452	3,410	13,068	45,764	57,928
GENERAL MOTORS	6,248	6,263	6,257	25,503	85,305	111,558
INTERNATIONAL	162	253	154	601	2,716	2,533
Total Trucks, Canada	17,934	12,704	17,928	70,573	181,435	299,227
N. American Trucks	80,490	62,302	83,344	327,242	931,729	1,408,588

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

May 14, 1984

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Sprint by Suzuki

For Western Chevy dealers May 31

Chevrolet dealers in nine Western states will sell the Sprint, a one-liter minicar manufactured by Suzuki, starting May 31. Base price has been tentatively set at $4,949. Riding on an 88.4-inch wheelbase, the new car is 141.2 inches long, 60.3 inches wide and 53.2 inches high.

Chevy's Suzuki Sprint carries $4,949 sticker

By Matt De Lorenzo
Los Angeles Reporter

SEDONA, Ariz. — Sprint, a one-liter minicar manufactured by Suzuki, goes on sale May 31 at Chevrolet dealers in nine Western states, including Alaska and Hawaii.

Base price has been tentatively set at $4,949, meeting a divisional objective of having an entry-level car at under $5,000. However, the base price for the three-cylinder Sprint is only $41 less than that of the Chevette Scooter, which carries a sticker price of $4,990.

"Pricing is as critical to this product as any we've had," said Robert Burger, Chevrolet general manager. "Everything we've done has been done with an eye to the final price."

In some quarters, the sub-$5,000 price tag tentatively set by Chevrolet may not be considered low enough to prevent a price war among Japanese competitors for the title of lowest-priced car in the U.S.

Aside from the Chevette Scooter, the only other car currently under $5,000 is the Dodge/Plymouth Colt at $4,995. Chevette and Colt are somewhat larger than the Sprint.

Riding on an 88.4-inch wheelbase, the new car has the shortest overall length of any sold in the U.S. at 141.2 inches. Overall width is 60.3 inches and height is 53.2 inches. Curb weight is 1,500 pounds and the three-cylinder aluminum block engine with cast iron sleeves weighs just under 150 pounds.

• While it is left to be seen if the car will retain the lowest-priced status, Sprint wins the fuel economy derby with an EPA rating of 53 MPG city and 68 highway.

The overhead-cam engine produces 48 HP at 5,100 RPM and 57 pounds-feet of torque at 3,200 RPM. The powerplant is mated to a five-speed manual transaxle driving the front wheels. Fourth and fifth gears are overdrive.

The front suspension features MacPherson struts while the

Continued on Page 4, Col. 1

Nissan to assemble Sentra in Tennessee next April

By Marjorie Sorge
Labor Editor

Nissan Motor Mfg. Corp., U.S.A. will begin building the Nissan Sentra two-door notchback at its plant in Smyrna, Tenn., next April, company officials said last week.

The Sentra will be a 1985 model and will be built on the same line as the trucks currently being produced at the facility, according to Jerry Benefield, manufacturing vice president.

Earlier this year, NMMC President Marvin T. Runyon told Automotive News the company would begin to see a profit by 1985. According to Benefield, the addition of the Sentra will increase that profit substantially.

NMMC currently builds trucks at a rate of 10,000 a month (120,000 a year) on one shift. Next April, the number of trucks will be cut to accommodate the car production and there will still be only one shift.

A second shift will be added in September, 1985, Benefield said. Production will increase gradually and plans call for annual output of 100,000 cars and 140,000 trucks within three years plus an increase of 1,100 workers. There are currently 1,900 employes at the plant.

Capacity at the NMMC Smyrna plant is 240,000 units annually. According to Benefield, there are currently no plans to increase that capacity although there is plenty of room on the plant site.

"The Nissan philosophy is to go international and build products in the marketplace where they are selling," Benefield said.

• Nissan sold 214,337 Sentras in the U.S. last year. It produced a total of 556,340 for worldwide distribution. Sentra is the company's top-selling line in this country.

But, like the Nissan philosophy for truck production, the company will never build the total U.S. volume for Sentra regardless of how high the market rises.

"Our plan is always to build the lowest number that can be sold in the U.S., and everything over that will come from Japan," Runyon told Automotive News in an interview earlier this year.

"So if there is a drop in sales of our vehicles, we won't have

Continued on Page 60, Col. 3

breaking news

Second shift due July 9 at GM Orion plant

ORION TOWNSHIP, Mich. — General Motors plans to start a second shift July 9 at its assembly plant here. The plant produces the new front-wheel-drive Cadillac DeVille and Oldsmobile Ninety-Eight. Some 2,300 employes will be added. Priority will be given to Pontiac and Fisher Body employes who lost their jobs when those plants in Pontiac were phased out when the Orion Township plant was built.

Toyota SV-3 due in June

TOKYO.—Due to debut in June is the Toyota SV-3, the mid-engined coupe modeled on the Fiat X 1/9. To be powered by a transversely mounted 1.6-liter 16-valve engine and transaxle, the new car is based on standard strut suspension from the front-wheel-drive Corolla. A prototype was shown at the Tokyo Motor Show last year. Toyota plans to build 4,500 monthly, evidence that, as ever, it intends to tackle the mass market, leaving the specialist market to Lotus, which is due to unveil its new car based on Toyota mechanical components in the fall.

See BREAKING NEWS, Page 8, Col. 4

Luxury, standard models are scarce

New-car stocks drop to 53 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to decline during April and the industry opened May with a 53-day supply, down from a 56-day stock a month earlier and a 59-day supply the month before that.

The May 1 inventory totaled 1,541,985, down a bit from 1,579,155 a month earlier. A year ago, the domestic new-car inventory totaled only 1,193,296 units, which was also a 53-day supply, a reflection of the much higher sales pace this year.

Table on Page 61.

Shortages spread through the industry's lineup, with luxury and standard models in particularly meager supply—although the shortest of all were two subcompacts, the Pontiac Fiero at 12 days and the Honda Accord at 13.

All corporate makers except Ford Motor Co. trimmed their days-supply tallies during April. General Motors accounted for more than the decline in the total unit count, as Chrysler Corp., Ford Motor Co. and Volkswagen all added to their stockpiles during the month.

• GM opened May with a 47-day supply, down from 53 days a month earlier. GM chopped almost 60,000 units from its unit count during April. Fiero was lowest in the industry at 12 days, but a number of GM big-car lines were also short, including Buick Century, LeSabre and Electra, Cadillac DeVille and Olds Cutlass Ciera, 88 and 98.

Ford Motor Co. was the only corporate maker to increase its days-supply figure, opening May

Continued on Page 61, Col. 1

March business 15 pct. ahead of last year

Service volume posts another gain

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business in new-car dealerships in March dipped 10.9 percent below the record-setting pace achieved in February, shop business still registered a healthy increase over the volume recorded in the same month a year ago.

According to the Automotive News Service Index, service and parts business in dealerships in March amounted to 115.3 percent of the volume recorded in March, 1983.

In February, the increase in shop volume was 26.2 percent, the biggest gain in the 23-year history of the Service Index.

March also marked the 11th consecutive month in which shop volume registered an increase over the year-earlier month.

In March, all five indicators used in compiling the Service Index scored impressive gains.

The biggest gainer was shop parts sales, those used on both customer-paid and warranty repairs, which climbed 22.0 percent, while sales of all parts

Continued on Page 60, Col. 1

SERVICE INDEX
115.3*

	March, '84 vs. March, '83	3 mos., '84 vs. 3 mos., '83
Gross Profit on All Labor and P&A Sales	+14.8%	+19.6%
Repair Orders Written	+ 6.3%	+11.7%
Total Labor Sales (Customer & Warranty)	+17.3%	+18.1%
Shop Parts Sales (Customer & Warranty)	+22.0%	+25.0%
Sales of All Parts and P&A	+18.6%	+24.6%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1984, was 115.3 percent of business in March, 1983. Service business in the three months of 1984 was 119.8 percent of business in the corresponding period in 1983.

NEWSPAPER

Preceded deposition in X-car brake case

Peck meeting with GM disclosed

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Former NHTSA head Raymond A. Peck failed to mention a meeting with GM lawyers just five days before those same lawyers took his testimony under oath for possible use in the ongoing GM X-car brake litigation.

In reconvening the deposition and under cross examination by government lawyers, Peck admitted the meeting had occurred, contrary to the impression created in his sworn testimony.

Peck considered the meeting a "casual" one to clarify Congressional testimony he had given a year earlier and not as preparation for a trial which he says he did not even know was imminent.

Both the private meeting with GM lawyers and their later deposition involve issues about the allegedly defective brakes in some 1.1 million 1980 GM X-cars common to both Congressional testimony and the current trial.

Here are some facts:

Peck, now employed by a local law firm, is being represented by NHTSA lawyers because he is a former NHTSA head, but they do not represent him as a person.

Although NHTSA lawyers asked for a protetction order to prevent his being deposed, this was denied.

Peck is himself a lawyer but is not licensed to practice in the District of Columbia. Peck had requested a subpena to testify in this deposition. The law firm with which Peck is associated will bill GM for Peck's services, according to Peck.

• Statements which Peck made while NHTSA administrator to a House Oversight Subcommittee headed by Rep. Tim Wirth, Colorado Democrat, tend to support aspects of GM's defense against the government's suit, but Peck disavows all knowledge of events leading to the filing of the suit as well as even such public knowledge as the date on which the trial was set to start. (Incidentally, the trial, which has been in recess, is scheduled to resume today May 14.)

At immediate issue is Peck's failure to mention a meeting several hours long with GM's assistant general counsel William L. Weber Jr., and with Michael B. Lewiston, of Bodman, Langley & Dahling, of Detroit, at the request of GM Washington Vice President James D. Johnston although Peck was asked directly to list all contacts with GM after he left NHTSA on May 21, 1983.

The suit was not filed until Aug. 3, 1983, and Peck was not involved with the alleged de-

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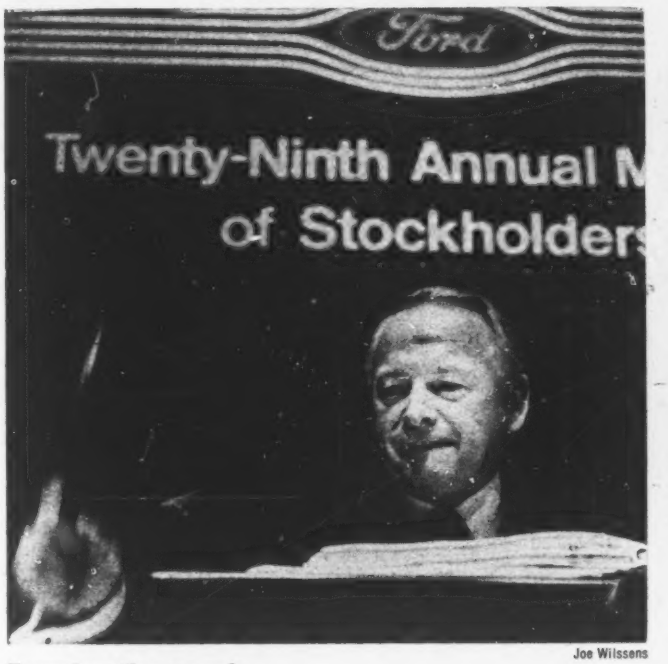

Joe Wilssens

Rapping the gavel

Ford Chairman Philip Caldwell raps the gavel to signal the beginning of the company's annual shareholder's meeting in Detroit last week. Caldwell defended Ford's bonus system.

Bonuses spotlighted at Ford annual meeting

By Michelle Krebs
Financial Editor

Ford Motor Co. Chairman Philip Caldwell had plenty to say about executive bonuses at the auto maker's 29th annual meeting in Detroit last week, but little to say about when he will retire.

Caldwell defended to the nearly 900 shareholders his own $7 million in compensation, which included his bonus and stock options he exercised.

"I did not get cash. I did not invest it in yachts and condominiums, and I didn't run away from the company," he said. "Instead, I invested in the company because I believe in it."

Caldwell said he now owns 113,000 shares of Ford stock compared with the 20,000 he owned last year.

The bonus system, he noted, has been in place for 29 years, approved by the stockholders and administered by outside directors.

The executives who stayed with Ford during the tough times deserved to be rewarded, he said.

"If the management of this company had been inclined to play games, it could have pursued a course of action of short-term decisions and short-term profits," Caldwell said.

"This management did not do that. Instead, it made decisions to ensure the company will be around in the next 80 years."

A shareholder and Ford Motor employe claimed the bonuses indicated an "inequality of sacrifice."

However, Caldwell responded that while executives took major salary cuts, others did not; rather their vacations and fringes were reduced and pay increases were slowed.

• Caldwell sidestepped shareholder questions on when he will retire and who will succeed him. Caldwell will be 65 next Jan. 27.

"I don't have a thing to offer on that," he said, adding that there is no pattern as to how such matters are handled at Ford.

He said he hadn't given any thought to staying on if requested to do so by the board if directors.

Caldwell said Mazda Motor Corp., in which Ford has a 25-percent interest, has not decided if it will use Ford's Flat Rock (Mich.) plant for its vehicle production. The Flat Rock plant is one of three U. S. sites being considered by Mazda.

Ford Motor Co. likes the idea

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Joe Wilssens

Presiding at Ford meeting

Presiding executives at Ford's annual shareholders' meeting were, from left: General Counsel Vice President Henry Nolte; Board Vice Chairman William Clay Ford; Board Chairman Philip Caldwell; President Donald Peterson; Exec. Vice President Will Caldwell, and Secretary Sidney Kelly.

Keller, Dingell, Williams to address World Congress

The international vehicle industry is gearing up for Automotive News Week, Aug. 26-30, which features the ninth annual Automotive News World Congress and the third annual Automotive News World Expo.

World Congress is a four-day automotive seminar to be held at the Westin Hotel in downtown Detroit.

Thirty-four top-level decision makers from inside and outside the industry will address World Congress attendees.

Among those 34 are: Maryann Keller, money manager with Vilas-Fischer Associates; Rep. John D. Dingell, Michigan Democrat, and Edson Williams, general manager of Ford Truck Operations.

John D. Dingell

Keller will discuss the industry's financial outlook. Dingell's presentation will focus on the current situation of industry-government relations. Williams' topic is the new foreign truck competition.

World Expo, a three-day buy/sell trade fair, will bring leading car and truck manufacturers and hundreds of suppliers and distributors to Detroit's Cobo Hall, which is near the Westin Hotel.

With the show 3½ months in the future, 120 companies have signed up to exhibit automotive materials, machinery, design concepts and service.

Some 28,400 square feet of exhibition space have been spoken for. Last year, 182 exhibitors occupied 37,700 square feet of space.

Once again, more than 50 of the world's major car and truck makers have been invited to staff complimentary buying offices on the show floor.

For further information on both events, advance registration and hotel accommodations, contact: Automotive News Week, 965 E. Jefferson, Detroit, MI 48207. Telephone: (313) 567-9520. Cable address: TWX 810-221-5122 AUTNEW.

Maryann Keller

Edson Williams

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Hamilton, Krebs are promoted by Automotive News

Kathleen Hamilton has been appointed assistant managing editor of AUTOMOTIVE NEWS, effective immediately.

Michelle Krebs succeeds Hamilton as financial editor.

Hamilton joined AUTOMOTIVE NEWS in 1979, was named news editor in 1980 and has served as financial editor since early 1983. She is a graduate of Oakland University.

Krebs joined AUTOMOTIVE NEWS earlier this year as a staff writer. She had been on the staff of Financial Diagnostics, a Detroit-area financial-planning magazine. She is a graduate of Syracuse University.

Hamilton succeeds Richard A. Wright, who has moved to another publication.

Kathleen Hamilton

Michelle Krebs

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